

Press release

Sustainable Ads? Invibes explains how in a workshop at the IAB Forum 2023, data in hand

Milan, 6 November 2023 – Invibes Advertising (Invibes), an international tech company specialised in digital advertising innovation, announces its participation at the IAB Forum 2023 with a workshop dedicated to the topics of sustainable advertising and positive attention.



The graphic features a dark background with a green leaf pattern. At the top left is the Invibes logo. In the center, there is the Austrian flag and the text 'Austria arrivare e rinascere'. To the right is the 'iab FORUM 2023' logo. Below these is an orange 'Workshop' button. The main title is 'Sustainable Advertising in the Digital Era: creating Positive Attention for Austria Turismo'. Below the title, two columns provide details: 'Date' (8 November 2023 at 15:00) and 'Place' (Room Amber 3, Allianz MiCo).

For a long time it was assumed that digital automatically meant more sustainable, but recent research has disproved this belief. Today, we know that all Internet activities produce more CO2 than the entire aviation industry and that every advertising impression delivered requires energy consumption that has a negative impact on the environment. Moreover, consumers themselves increasingly see sustainability as a core value and are more likely to buy from companies and brands that take tangible green actions.

The current context prompts two central questions: are there solutions to make digital advertising sustainable? And is it possible to create a campaign that generates positive attention and achieves high branding results while having a low environmental impact?

Invibes will answer these questions during its **workshop *Sustainable Advertising in the Digital Era: creating Positive Attention for Austria Tourism* at the IAB Forum 2023**, presenting its eco-friendly offer that, combined with a powerful proprietary targeting technology, is able to reach the ideal audience and arouse spontaneous interest in the shared message.

The appointment is on Wednesday **8 November at 15:00 in Amber Room 3** at Allianz MiCo. [To attend, simply register here.](#)

Invibes Advertising

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About Invibes Advertising

Invibes Advertising (Invibes) is an international technology company specialising in digital advertising innovation.

Founded on the philosophy that advertising efficiency comes from being truly innovative and naturally engaging to users, Invibes has developed an integrated technology platform for brands to reach consumers through impactful in-feed advertising.

Invibes delivers advertising that creates positive attention by harnessing the power of big data, innovative in-feed formats, wide reach and extensive intelligence services.

Pioneering the way in sustainable advertising, Invibes also offers a unique solution to offset campaign emissions through its Carbon-Neutral label.

In order to partner with some of the greatest brands in the world, like Amazon, Bacardi, Dell, IKEA and Toyota, we rely on even greater people. At Invibes we strive to maintain an energetic, open environment that fosters a culture of ideation, growth and #GoodVibes, that shines straight through to our clients.

Want to hear more about Invibes? Visit: www.invibes.com

Invibes Advertising is listed on the Euronext Stock Exchange (Ticker: ALINV – ISIN: BE0974299316)

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